

Organized by CITY PARKS ALLIANCE in partnership with:

Arborway Coalition; Boston After School & Beyond; Boston Natural Areas Network; Boston Parks & Recreation; Brookline Department of Public Health; Brookline GreenSpace Alliance; City of Boston Department of Neighborhood Development's Grassroots Program; Conservation and Recreation Campaign, Trust for Public Land; DotWell – Dorchester Environmental Health Coalition; Emerald Necklace Conservancy; Executive Office of Environmental Affairs – Office of Public Private Partnerships, Commonwealth of Massachusetts; Franklin Park Coalition; Friends of Melnea Cass; Friends of the Middlesex Fells Reservation – Friends of Fells; Friends of Romney Marsh; Harvard School of Public Health; Jamaica Pond Project; Massachusetts Department of Conservation & Recreation; Metropolitan Area Planning Council; National Association for Olmsted Parks; National Park Service – Rivers & Trails; National Park Service, Boston Harbor Islands; NOAA; Northeastern Center for Sports Society; Parks for People, Trust for Public Land; Southwest Corridor Conservancy; The Esplanade Association; The Massachusetts Immigrant and Refugee Advocacy Coalition; The Medical Foundation; and The Trustees of Reservations

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National Park Service, Northeast Region

Eric O'Brien & Sons

The Kendall Foundation

Solomon Fund

The Merck Family Fund

An Anonymous Foundation

Massachusetts College Of Art

CITY PARKS ALLIANCE is a national organization comprised of city parks and recreation leaders from across the country who work together to strengthen America's city parks. The Alliance seeks great involvement and investment in our nation's city parks; city parks recognized and fully valued for their role in building stronger, healthier and more livable cities; and a stronger and broader nationwide constituency of supporters to place city parks higher on the list of the nation's priorities. The Alliance's network of members includes public parks and recreation agencies, citizen partner parks groups, professional firms, foundations and individuals.

The workshop in Boston is the second in a series planned throughout the U.S. to enhance the capacity of urban park and recreation organizations to improve public and private stewardship of city parks.

partners in
Parks
Building a Movement

Partners in Parks Conference

c/o DMEM, One Main St. #36, Winooski, VT 05404

partners in Parks

Building a Movement

Saturday, October 21, 2006

8:30 am – 4:00 pm

Massachusetts College of Art

Avenue of the Arts at 621 Huntington Avenue, Boston MA

Who should attend

- Representatives from public health, public safety, recreation, arts and culture, economic development and youth development organizations
- Park and recreation professionals from public agencies and non-profit organizations
- Citizens who care about local parks



Event Mission

The program has been developed to create consensus, educate, build partnerships, and enlighten those that attend. The event is designed to be participative, interactive, and engaging.

To that end, our purpose is to:

- Create a shared consensus of the crisis facing urban parks today and the need for action
- Have a shared understanding of innovations around the country
- Develop a shared vision for parks
- Assimilate an emerging network of people who are interested in building an action agenda to bring the vision to reality
- Work together to build a partnership movement for urban parks
- Form an agreement on a few next steps and a plan to gather again to assess progress and continue working together

Event Location

MassArt’s seven-building campus complex is located on the Avenue of the Arts, at 621 Huntington Avenue between Longwood Avenue and Evans Way. MassArt’s campus is nestled in Boston’s Fenway/Back Bay community a short walk from the Museum of Fine Arts and the Isabella Stewart Gardner Museum with easy access to public transportation. Public parking facilities around campus are reasonably convenient and hourly rates do vary.

Directions by public transportation or car can be found at <http://www.massart.edu/admissions/visit.html>

The event will take place at The Tower Building, 621 Huntington Ave

CONFERENCE PROGRAM

8:30-9:00am	Registration and Continental Breakfast
9:00-10:30am	Opening General Session <ul style="list-style-type: none">• James Hunt <i>Chief of Energy and Environment, City of Boston</i>• Stephen Burrington <i>Commissioner, Massachusetts Department of Conservation and Recreation</i>
	Creating a Shared Vision
10:30-10:45am	Refreshment Break
10:45-11:45am	Panel Discussion: The National Perspective <ul style="list-style-type: none">Tupper Thomas <i>President, Prospect Park Alliance and Co-Chair, City Parks Alliance</i>Elizabeth Goldstein <i>President, California State Parks Foundation and Co-Chair, City Parks Alliance</i>Steve Coleman <i>Executive Director, Washington Parks & People</i>
11:45-12:15pm	Lunch (included in registration fee)
12:15-1:20pm	Concurrent Workshops (select one from the choices below)
1:30-3:00pm	Bring It All Together – Wrap Up General Session <ul style="list-style-type: none"><i>Join us for a lively, interactive session where each small group will report back to the larger group on their discussion, initiatives, and strategies. We will develop next steps and evaluate the day’s interactive process.</i>
3:00-4:00pm	Networking Reception

WORKSHOPS

- 1 Linking Parks and Recreation with the Public Health Agenda**
How can parks and recreation programs play a wider role in health promotion through partnerships with public health agencies and healthcare providers; walking, jogging, and biking constituencies, and others?
- 2 How Much Economic Value Does a Park and Recreation System Bring to a City?**
What are the economic aspects of parks and recreation in a community? How can parks and open space stimulate economic development?
- 3 Making Room for Youth in our Parks**
How can parks and recreation programs attract young people, nurturing leadership skills and a new generation of park stewards?
- 4 How to Talk the Talk: Communicating to be Heard**
In many communities the value of urban parks and recreation is under-appreciated and misunderstood. How can park and recreation supporters deliver a persuasive and powerful message to make an impact at budget time?
- 5 Parks as Safe Havens**
Real or perceived threats to public safety can keep people away from parks. What are the critical issues, and how can park and open space supporters develop partnerships to address public security issues and restore parks as welcoming, safe centers of community?
- 6 Parks and Corporate Citizens: Stories of Successful Partnerships**
The corporate relationship is one of the most important resources that parks can develop. How can the corporate sector aid park restoration and maintenance through participation on boards, hands-on projects, and sponsorships?
- 7 New Models of Stewardship: Partnering Across the Sectors**
How can park and recreation groups, advocates and representatives from other private and public agencies move beyond traditional boundaries to develop collaborative relationships, working toward a common goal of improving the quality of parks and open space?
- 8 Perspectives from Foundations**
How is the philanthropic community investing in parks and open space initiatives? What is the role of the funder in the preservation, restoration and maintenance of public green space?
- 9 Activity for All: Innovative Recreation and Sports Programs**
Active and passive recreational opportunities should be available to the public regardless of age or physical ability. How can park professionals and volunteers work more closely with sports programs to address these needs?
- 10 Arts and Cultural Programming in Parks**
Cultural events and activities in parks provide more than entertainment. Effective programming can build civic pride, restore feelings of safety and stimulate local economic development. How can such programs be successfully developed in Massachusetts?

Registration Form

- Register 3 ways!**
- **Mail to Partners in Parks, c/o DMEM, One Main St. #36, Winooski, VT 05404**
 - **Fax to 802-655-6098**
 - **On-line at www.cityparksalliance.org**

Name:	
Organization:	
Profession:	
Address:	
City/State/Zip:	
Phone:	Fax:
Email:	

Do you have a specific park project you are affiliated with?

Workshop Selection

Please circle the session you want to attend from 12:15-1:20pm (please circle one):

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| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
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Reasonable accommodations will be made for persons with disabilities.
Please let us know if you have special needs at least two weeks in advance of the conference:

Payment:
Registration Fee: \$25.00 before October 19; \$40 after October 19. Scholarships are available.
Contact Cindy Delaney at cindy@delaneymeetingevent.com for scholarship information.

Payment Method:

☐ Check enclosed, made payable to City Parks Alliance

Credit Card

<input type="checkbox"/> MC	<input type="checkbox"/> Visa	Name on Card:
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Card Number:

Exp. Date:

Cancellation Policy: Refunds will not be granted, but substitutions will be allowed.